

## AD CLUB TO LIFE!

Will Join With Commercial Club Publicity Committee.

Prominent Ad Men Will Be Booked for Speeches.

H. G. LARIMER ON ADVERTISING

Iowa Merchant Gave Hints on Handling of Merchandise.

Topeka No Larger Than Her Business Influence in State.

The Topeka Advertising club, which for several years was a paramount factor in development of Topeka, but which has been dormant for some time, will be revived as a part of the publicity committee of the Commercial club. In other words, the club, which will work for Topeka's good, the plan for bringing in merchants and advertising men will be worked out by the committee under Charles Dillon. Sentiment at a meeting of fifty business men at the club quarters this noon favored the joining of forces in the manner mentioned.

It is expected that meetings will be held weekly or at least bi-weekly and that an effort will be made from time to time to book advertising men of note to address the members of the enlarged committee. This committee will do an important work this year in continuing the campaign for the purchase of "Topeka made" goods, and making a comprehensive survey of Topeka factors.

Address by Larimer.

H. G. Larimer, a prominent merchant of Charleston, Iowa, in the course of a strong address delivered at the meeting in question advocated the taking of a business survey of Topeka.

"If there could be made a business survey of Kansas," he said, "you would reduce the cost of distribution of merchandise to the consumers, reduce the number of failures, and make business healthy."

"You people as a city will develop simply as the state of Kansas grows. Topeka is not simply the people who live in Topeka. Topeka is just as big as her influence in the business affairs of the state of Kansas."

The subject under discussion was

"Advertising as Applied to the Retail Distribution of Merchandise."

"The dealer who spends too little in advertising must spend more for personal salesmanship," said the speaker.

Advertising reduces the cost of distributing merchandise. It is a factor of salesmanship, and merchandise well advertised is part sold, and reduces the cost of personal salesmanship. It costs more to sell undervalued goods. The dealer who makes 7 cents more on an article that is not known than one of known quality that he retails for \$1, simply guesses he made more. As a rule, it takes longer to sell it. It has no prestige that reflects creditably on his store, and often raises a suspicion with the customer as to its real merit.

"The merchant who gets intensely interested in his own business will learn I think, that the more he lets the public run his business, the more business he will do."

The speaker told of the value of having goods of known value. He outlined in brief the "Hampton Plan" of creating distinction for the town by handling nationally advertised goods of known quality and price.

## A JOKE ON AKERS

Legislature Doesn't Exempt State Treasurer From War.

All Other State House Officers Are Free From Service.

The 1915 legislature played several mean tricks at the expense of Earl Akers, state treasurer. But the real joke at the expense of the state treasurer was discovered today when it was learned that the lawmakers had exempted most of the county officials and all of the state officials—except Akers—from war service. Now, in event of war, Akers must go to the front and his associates in the state house will form the home guard under provisions of the recent act.

When there was nothing else to do in the legislature, the senate and house said unkind things about the situation in the state treasurer's office. This fee trouble demanded most of Akers's personal attention so far as observation of legislative detail was concerned. So it is probably but natural that he was not looking when a bill was introduced exempting certain persons from militia service. The bill exempted the county clerks, treasurers, probate judges, registers of deeds, all state officials, and a long classification of persons in public life. Today the bill went to Governor Capner for his official signature. Investigation on the part of Judge C. W. Smith, executive clerk, showed that all of the state officials except Akers had been exempted.

## MORE KLING RUMORS.

This Time Johnny Is Tipped for Geo. Stovall's Job.

Chicago, Ill., March 24.—John Kling, the baseball catcher, when shown a Chicago dispatch stating he might succeed Geo. Stovall as manager of the Kansas City Federal club, said he would not play baseball this year.

"I remained out of it for some time," said Kling, "and I intend to do that again this season unless something else comes along. I am not turning up. I do not expect to be connected with the Federal league. I have had several offers from organized baseball major league clubs at big money but have decided to remain in Kansas City and look after my business interests."

D. J. Haft, attorney for the local club, said he knew the rumors but he turned the managerial reins of the club over to Kling.

Celebrate Diamond Wedding.

Freeport, Ill., March 24.—Mr. and Mrs. Thomas Slifer, both 98 years old, celebrated their seventy-sixth wedding anniversary here today. They are believed to hold the American record for length of wedded life. They have three children, the eldest being 75. Mr. and Mrs. Slifer have lived temperate lives and in the last fifty years nothing except religious meetings have kept them up later than 9 o'clock.

## HEADACHES

Thousands of men and women suffer from headaches every day. Some have headaches every week or every month, and still others have headaches occasionally, but not as regular intervals. The best doctor is unable to find the cause of many of these headaches, and he can only tell the patient to take more rest, eat less, and so on. But he does not know what to remove it, so as to give a permanent cure. All he can do is to prescribe a usual pain reliever, which gives temporary relief, but the headache returns as usual, and treatment is again necessary. You suffer from headaches no matter what their nature, take Anti-kanna Tablets, and the results will be satisfactory to the highest degree. You can obtain them at all drug stores in any quantity, 10c worth, 50c worth or more. Ask for A-K Tablets.

SICK-HEADACHES

Sick-headache, the most miserable of all ailments, takes its toll when A-K Tablets are taken. When you feel an attack coming, take two tablets, and in many cases, the attack will be ended. During an attack take one A-K Tablet every two hours. The rest and comfort which follow, can be obtained in no other way.

Genuine A-K Tablets bear the K monogram. At all drug stores.

[Advertisement.]

## NOTICE

The grocery store formerly known as Wm. Gordon Grocery at 400 East 8th St., has been bought by

F. A. SAVILLE

Who will continue the business as sole owner and proprietor.

No other store, company or individual is interested in any way.

Mr. Saville has been connected with both the Dibble and Green Groceries for a period of 10 years and will be glad to meet friends and acquaintances and attention as a grocer.

Phone 1089, 400 E. Eighth

## NO TRUST IN KIENE

Insane Man Asked Heavens About the Sheriff.

"Is This Fat Man All Right?" Was His Inquiry.

"HONESTEST MAN ON EARTH"

Ed Burge Made Modest Claims to His Neighbors.

Wanted to Investigate Condition of Sick Woman.

The colored settlement near the corner of Fourteenth and Van Buren streets was badly perturbed last night by the presence of Ed Burge, a colored man whose home is at 117 East Fourteenth street. Burge called at a home of acquaintances of his where the woman of the house was ill and announced that he was divinely authorized to investigate her condition. He claimed that he was in heaven's phone communication with heaven where he himself was recorded on the books as "the honestest man on earth." The occupants of the house called the sheriff and Burge will be tried for his sanity this afternoon.

When Sheriff L. L. Kiene arrived Burge looked him over with suspicion and promptly connected up his private line of communication with heaven—which he accomplished by snapping his fingers and holding one hand to his ear.

"Hello, God," said he, "do you know anything about this fat man with his hat over one eye and a cigar in his mouth? Is he all right?" Evidently his information was not reassuring for Burge put up strenuous objections to accompanying the sheriff. At the county jail today he has been in frequent communication on his private line.

Burge is a well dressed colored man of good family. He is said to have shown previous mental peculiarities but had not before frightened any one.

## ROTARY CLUB'S GIFT.

Norton Sends Letter of Appreciation to Topekan.

The two hundred and more books donated by the Topeka Rotary club to the State Sanatorium for Tuberculosis at Norton have been received at the institution and C. S. Kenney, superintendent, has written to the club to express his appreciation and the appreciation of the inmates. Two more boxes of books were shipped by J. M. Brunt, secretary of the club, today.

Dr. S. J. Crumrine, a member of the club, suggested to the club members some time ago that they supply the books for a library for the new institution and they complied readily.

The letter from Superintendent Kenney follows:

"On yesterday we were in receipt of several boxes of most excellent books, donated to the State Hospital for Tuberculosis by the members of the Rotary club of Topeka. We placed them in a separate case in the lobby of the pavilion with this inscription, 'Donated to the Kansas State Tuberculosis Sanatorium by the Topeka Rotary club, March 15, 1915.'"

"I assure you that had the members of the club been aware of the books were unpacked and could have witnessed the expressions of appreciation on the faces of the patients they would have felt that it was more blessed to give than to receive."

"Coming as it does at this particular time when we were without a library and with funds which would purchase one, it is doubly appreciated and I wish you would convey to the members, that each patient extends to them their thanks and that they truly appreciate their thoughtfulness in starting the library with such a fine list of books."

## BIG GAME CALLED OFF.

Club-Red Liner Contest at Auditorium Indefinitely Postponed.

It was announced this afternoon that the basketball game between the Topeka Cubs and the Glasco Red Liners that was to have been played at the Auditorium tomorrow night had been indefinitely postponed. Also, the side attractions that were to have been given before and after the game have been called off.

The promoters of the affair stated that it probably would be held later on, but that no definite date had been set. All persons who have bought tickets can get their money back by turning in the tickets at the Commercial club offices any time after Friday morning.

Probably the most disappointed persons over the postponement of the affair are George Godfrey Moore and Charles Mitchell, who have boxed a four round bout as a preliminary to the game.

"It almost breaks my heart to think that the only chance I have ever had to kill an insurance man has been taken away from me," Mr. Mitchell said when informed of the postponement.

Mr. Moore had very little to say. "I had been informed," he said, "that Mitchell had had a special pair of gloves made with brick-bats sewed in them, but just the same, the printers who work at Crane & Co., have missed an excellent chance to decorate their coat sleeves with black cloth."

The proceeds from the affair were to have been used for the purpose of marking the Red Line route in Shawnee county.

## SHOT THRU SKYLIGHT.

Prominent St. Louis Lace Manufacturer Assassinated in His Office.

St. Louis, Mo., March 24.—Richard Randolph, unsuccessful candidate last fall for the Republican nomination for congressman from the Twelfth district, was shot mysteriously from a skylight above his office late Tuesday afternoon and died later in the city hospital.

His wife Della, whom he sued for divorce last December, is under arrest and the police are looking for Ralph Halliday, Randolph's brother-in-law, his divorce petitioner. Randolph was president of the Torchon Lace Manufacturing company and considered wealthy.

first floor of the lace company offices, was broken last week.

The police have settled down to the police that she broke it in order to watch Randolph and his stenographer, Mrs. Louise Morris, for evidence to support or cross bill. She says she told Halliday of the broken skylight and that Halliday was with her one day when she watched Randolph.

According to Mrs. Morris when Randolph showed his wife his divorce petition alleging intimacy on her part with Halliday, she declared that if he ever filed a petition with such allegations in it she would kill him.

Mrs. Randolph furnished the police with an alibi today but she is being held.

## BOTH WORK HARD

Johnson and Willard Are Training in Earnest Now.

Big Negro Is Apparently in Good Condition.

Havana, March 24.—Jack Johnson and Jess Willard have settled down to the regular routine of training in preparation for their fight for the heavyweight championship of the world on April 4. Constant rains confined their work chiefly to indoor training. The champion has his headquarters in the gymnasium at the stadium and the challenger is training at the suburb of Miramar. Both men are charging admission fees to their quarters, which are visited every afternoon by several hundred Cubans and Americans.

Boxing is a novelty to the natives, although the tourists appreciate the fine sport of the sport. The Americans are interested chiefly in Johnson's condition. The champion appears to be in surprisingly good form, weighing 233 pounds and in the eleven days before the fight expects to reduce his weight to 215 pounds. He is a trifle fat at the hips, although his weight is not excessive considering the amount of time left for training and the moist Cuban climate. He works in heavy clothes and perspires profusely.

Johnson's exercise Tuesday consisted of shadow boxing, work with dumb-bells and eight rounds of boxing with no intermission, with Dave Mills, Collie Bell and Bill Scott, all heavy, fast men.

Johnson's wind was excellent and his old cleverness in hitting, blocking and clinching was evident. His judgment of distance was a trifle short, but he said this would be rectified by practice. He was as confident and good natured as is usual with him.

Willard, after his long period of training at El Paso, is going at an easy pace, taking up about the same routine as Johnson. His road work is lighter than the champion's. His wind is good and his form is improving. His best work is with Jim Savage.

The ticket sale opened today. Thus far there has been no letting up.

## TO DISCUSS PEACE.

Intercollegiate Oratorical Contest at Washburn Friday Night.

Roy Painter, representing Washburn college in the Kansas state peace oratorical contest Friday night at Washburn chapel. There will be contestants here from Baker, Ottawa, the University of Topeka, Kansas Wesleyan and Southwestern.

A prize of \$75 has been offered by the peace association for the best man in the contest. Arthur Capner, governor, has offered a \$50 prize which will go to the man who takes second place.

Painter, the Washburn representative, has been successful in oratorical contests and debates, and the Washburn students are backing him for first place. They will give him strong support at the contest. There will be no admission fee.

## MAJOR ROBERTS HELD.

Terre Haute Official Charged With Corrupting Witnesses.

Indianapolis, Ind., March 24.—Mayor Don M. Roberts, in addition to the three men sent to jail last night because of alleged tampering with witnesses in the Terre Haute election case was ordered into the custody of the United States marshal today. He was ordered to give additional bond of \$5,000 for his appearance to answer the charge of corrupting government witnesses.

Mustn't Take Supplies From Neutrals.

Washington, March 24.—All British cruisers, not only in American waters but in the Caribbean, Pacific and South Atlantic, have been ordered to refrain from taking supplies from neutral countries, in order to avoid breaches of neutrality.

Prince Eitel Wins Decoration.

Berlin, March 24.—Prince Eitel Friedrich, second son of Emperor William, who is in command of the German expedition to the Baltic, was decorated with the Order of Pour Le Merite.

## OUT OF A SPIRIT OF FAIRNESS

At a meeting of citizens of the First Ward, it was the consensus of opinion that the large section of the city north of the river, with its large population and important and varied interests, should furnish one member of the city commission and one member of the Board of Education. Having about one-fifth of the total population and perhaps a similar proportion of the taxable wealth of the city, it would seem that such a proposition would not be unfair or unreasonable.

To this end, this meeting, representative of the general sentiment of the North Side, agreed upon the name of George Young as its choice for Commissioner of Streets and Public Improvements, and that of J. C. Snediker for member of the Board of Education. These gentlemen were selected without any solicitation on their own part, but because they were considered especially suitable and fit for the respective positions.

It is hoped that the citizens of the other wards of the city will appreciate the fairness of the proposition embodied in this action and will join in the nomination and election of these two men, for whose fitness and character we are ready and willing to vouch.

(Signed):

G. M. BRASSFIELD, Chairman.

C. C. MAZE, Secretary.

O. P. DAVIS.

HAL WILLIAMS.

C. C. MAZE.

D. B. TINK.

ORAN LAYTON.

Executive Committee Advertisement.



## Garments of Reliability

IT'S the wear our suits give that proves the superior workmanship of every garment we sell. The most careful hand-tailoring in every suit in our stock is a guarantee of service and satisfaction and— at prices that spell value.

The very latest novelties and approved styles are shown here first because we are constantly in touch with our own New York Factory and other leading manufacturers of the east. Why not select your Easter Suit tomorrow?

Prices Range \$14.95, \$17.50 \$19.95, \$24.75 and up

## Beautiful Blouses \$1.95 Up

Aristocratic silk models to wear with your Easter suit—think of them at \$1.95 Up

You won't have to feel as if you should keep the coat of your suit buttoned if you buy one of the new, but very low priced waists. Other stores are wondering where we get such rich, fashionable silk waists to sell at \$1.95 up, when the lowest they can mark such styles is \$3.00 and \$5.00.

New Skirts  
Shepherd Checks, Navy, Black and Tan. \$5.00 Special

The Outlook  
CLOAK & SUIT CO.

733 Kansas Avenue



## What Thin Folks Should Do To Gain Weight

Physician's Advice for Thin, Underdeveloped Men and Women.

Thousands of people suffer from excessive thinness, weak nerves and feeble stomachs, who, having tried advertised flesh-makers, food-fads, physical culture stunts and rub-on creams, resign themselves to life-long skinniness and think nothing will make them fat. Yet their case is not hopeless. A recently discovered regenerative force makes fat grow after years of thinness, and is also unequalled for repelling the waste of sickness or faulty digestion and for strengthening the nerves. This remarkable discovery is called Sargol. Its strength-giving, fat-producing elements of acknowledged merit have been combined in this perfect preparation, which is endorsed by eminent physicians and used by prominent people everywhere. It is absolutely harmless, inexpensive and efficient. A month's systematic use of Sargol should produce flesh and strength by correcting faults of digestion and by supplying highly concentrated fats to the blood. Increased nourishment is obtained from the food eaten, and the additional fats that thin people need are provided. The Arnold Drug Co. and other leading druggists supply Sargol and say there is a large demand for it.

While this new preparation has given splendid results as a nerve-tonic and vitality, it should not be used by nervous people unless they wish to gain at least ten pounds of flesh.—Adv.

## INSURANCE FEES.

State Superintendent Reports Good Collections for Last Year.

Receipts in the office of the state superintendent of insurance jumped nearly \$20,000 this year over the record of a year ago, according to a statement today by Carey Wilson, state superintendent. With two days of the present year remaining, the fees of the office independent of the fire marshal's fund, show an increase of \$19,368.14 over 1914.

For the year ending March 25, 1914, the records showed total fees paid to the insurance department of \$371,437.69. To date the fees of the department have amounted to \$399,805.83, or an increase of \$19,368.14. It is probable that the increase will reach the \$200,000 mark. The fees for both 1914 and 1915 are independent of the fees paid through the insurance department for the maintenance of the state fire marshal's office.

## THE WEATHER RECORD.

Following are observations of the United States weather bureau for the twenty-four hours ending at 7 o'clock this morning:

Station	High	Low	Snow
Albany, N. Y.	68	38	0
Annapolis, Md.	60	30	0
Buffalo, N. Y.	34	28	0
Charleston, S. C.	56	36	0
Chicago, Ill.	48	38	0
Cincinnati, Ohio	44	38	0
Concordia, Kan.	52	38	0
Corpus Christi, Tex.	62	44	0
Denver, Colo.	62	38	0
Des Moines, Ia.	48	36	0
Dodge City, Kan.	56	36	0
Duluth, Minn.	48	34	.02
El Paso, Tex.	70	46	0
Galveston, Tex.	60	40	0
Havre, Mont.	46	26	.02
Helena, Mont.	52	28	0
Indianapolis, Ind.	58	38	0
Jacksonville, Fla.	56	40	0
Kansas City, Mo.	48	38	0
Little Rock, Ark.	48	38	0
Los Angeles, Cal.	84	54	0
New Orleans, La.	52	40	0
New York, N. Y.	48	38	0
North Platte, Neb.	58	34	0
Oklahoma, Okla.	52	36	0
Omaha, Neb.	52	36	0
Phoenix, Ariz.	82	48	0
Pittsburg, Pa.	42	34	0
Portland, Ore.	70	42	0
St. Joseph, Mo.	48	38	0
St. Louis, Mo.	48	34	0
St. Paul, Minn.	52	38	0
San Francisco, Cal.	62	50	0
Seattle, Wash.	60	42	.01
Sheridan, Wyo.	62	36	.04
Toledo, Ohio	46	34	0
TOPEKA, KAN.	51	37	0
Washington, D. C.	52	42	0
Wichita, Kan.	50	36	0

Support of Soldiers' Families.

Berlin, March 24.—The town council of Schoneberg, a western suburb of Berlin, has borrowed the sum of \$720,000 to be used in paying for the support of the wives and families of soldiers at the front. The whole amount is to be taken from the reserves of the Municipal Savings bank, which is to receive interest at the rate of 4 1/2 per cent.



Ten million miles of advertising. A half-million Ford's, averaging twenty miles a day, circle the world four hundred times every twenty-four hours. If the car wasn't right this tremendous publicity would put the Company out of business. The Ford is its own best salesman. A demonstration is a revelation—take yours today.

Runabout \$440. Touring Car \$490. Town Car \$690. f. o. b. Detroit. Complete with equipment.

E. G. KINLEY,  
426-422 Jackson St.

## Desires Promotion

W. H. Wasson

City Auditor

is a candidate for

Commissioner of

Finance and Revenue.

His practical experience in all the departments, especially in that of commissioner of finance and revenue, amply qualify him for that place. A very large per cent of the business men are for Mr. Wasson. He stands for a clean and well administered government and will, if elected, devote his entire time to the city's interests. You vote is solicited and will be appreciated.



W. H. WASSON, Advertisement.



By the Governors she elects Kansas is advertised throughout the world as clean, wholesome and progressive. By electing C. G. Blakely Mayor, Topeka will be advertised in the same way.

Let us unmistakably maintain Topeka as a City where character counts and meritorious living is given honorable recognition. No apology will be necessary for his words or acts if you

Vote for  
C. G. Blakely  
For Mayor

Advertisement.

## When Is a Reward Not a Reward?

ANSWER:  
When It's a Piano Certificate.

How many of you are paying for a piano you bought of a house that has since issued certificates or piano purchasing coupons. If these certificates or coupons are really any good, if they are rewards, they ought to be good for their face value in payment of the piano you have already bought. Test the matter and see.

When you receive the certificate, as everyone does, offer it for its face value in part payment of your piano. You will quickly find out whether the certificate is anything but a bait to sell pianos at inflated prices.

It is an easy matter for a dealer to price a piano \$125 to \$200 too high, and then issue a certificate or coupon good for \$50 to \$125 on the skyrocket priced pianos.

And remember if there are any who are wanting a Hobart M. Cable Piano we have positive evidence that this same piano, largest size, brand new, has been sold in other places at \$190.

Piano certificates or coupons, apparent discounts on overpriced pianos, commission paying, etc., are simply schemes to hoodwink the piano buyer. Stripper of excess expense of selling, stripped of commission, the Jenkins plan, simple, safe and honest, means the most for your money. A thorough investigation will prove this fact. If you can't call, write for particulars.

J. W. JENKINS  
SONS' MUSIC CO.

714 Kansas Ave.  
E. P. HUBBARD, MGR.

Topeka Kansas